

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
November 17, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	Clarett West Development
	Chris Bonbright	Whitley Court Partners
	Nathan Korman	NBK, LLC
	Michael Gargano	Argent Ventures, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Don Mushin	Toyota of Hollywood
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
	Neelura Bell	CRA/LA- (Ex-officio Member)
	David Green	Nederlander Organization- (Ex-officio Member)
Directors Absent	Jim McPartlin, Secretary	W Hotel Hollywood
	Greg Angelo	Metro
	Greg Beck	Champion Real Estate
	Tej Sundher	Hollywood Wax Museum
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
Guests	Rudy Salinas	PATH

ANNUAL MEETING

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:10 p.m.

II. Opening Remarks

Smith thanked the board for the opportunity to serve as the organization's president for the past two years. Smith also congratulated Nathan Korman on his 12 years of service on the board. Korman originally joined the board in 1999 and was very grateful for the opportunity to serve.

III. Election of Directors

Chris Bonbright presented the following slate to the board of directors:

Lynda Bybee
John Tronson
Don Mushin
Monica Yamada
David Green
Jan Martin
Jim McPartlin

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to appoint the proposed slate to the board of directors to serve a three year term commencing at the end of the meeting. Unanimously approved.

IV. Election of Officers

Chris Bonbright presented the following Slate of Officers to the board:

Frank Stephan, President
Lynda Bybee, Vice President
Monica Yamada, Treasurer
Don Mushin, Secretary

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to accept the proposed Slate of Officers to serve a one year term commencing at the end of the meeting. Unanimously approved.

V. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 4:20 p.m.

MONTHLY BUSINESS MEETING

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:20 p.m.

II. Public Comment

There was no public comment.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **Don Mushin** and CARRIED to approve the minutes from the Board's October 20, 2011 meeting. Unanimously approved.

IV. Treasurer's Report

A. Approve Treasurer's Report for October 31, 2011: Kerry Morrison distributed and reviewed the 2011 financial packet with the board. Morrison pointed out that a large sum of assessment income was received, which the staff believes is for the W/Metro parcels. With that influx of cash the board will finish the year with an approximate surplus of \$400,000.

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to approve the Treasurer's Report from October 31, 2011.

B. Approve 2012 Budget and Planning Report: Morrison reviewed the variance report for the year and pointed out some areas where adjustments had been made for the 2012 budget. These expenditures included such costs as legal, accounting, and staff salaries. Morrison thanks the Budget Committee, consisting of Monica Yamada, John Tronson, and Frank Stephan, for their input and support to the staff for the 2012 budget and planning report.

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to approve the 2012 Budget and Planning Report for the Hollywood Entertainment District. Unanimously approved.

V. Committee/Activity Reports

A. Hollywood Facelift

1. Status of CRA CPEP Program: Morrison briefed the board on her recent encounter with LA Times reporter Steve Lopez during a CRA CPEP Informational Meeting. Morrison spent a few hours with Lopez following the meeting to try and impress upon him the importance and need for such a program in Hollywood. The article, however, did not showcase the program in a positive light. Neelura Bell informed the board that since the article the CRA board has been trying to ask their staff to add job creation as a requirement for applicants to the program. CRA staff is working toward creating a job retention or creation requirement for applicants. The CRA staff is willing to go back to the board as it may not be feasible to implement. HPOA board members argued that jobs were already created through the construction of the facades and that an additional requirement for small tenants to create and retain jobs may make obtaining the loan very difficult for individuals who truly need it. Morrison asked the board to consider taking a formal position so that HPOA staff and board members could ask the CRA board at their next meeting to reconsider the idea of adding additional job creation/retention requirements.

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to support a formal position that would remove the additional job creation and retention requirements for the CPEP grant since the program inherently generates living wage construction jobs and helps supports existing businesses. Unanimously approved.

B. Marketing Committee

1. POW WOW Update: Morrison has been appointed to the POW WOW Host planning committee. Morrison expressed that the event will be a great opportunity to promote Hollywood to tourists and locals alike. Morrison is working on retainer agreement with Marketing Consultant Kim Sudhalter to help develop ideas for the BID and to aid in instituting a plan to better promote the area during the event.

2. CBS “On Your Corner”: Sarah MacPherson reported that the “On Your Corner” program has now moved to KNX, which has a stronger bandwidth than KFWB. The staff is working on a sponsorship letter to send to marketing partners in the area to see who may be interested in participating in the event.

3. Metro “More Trains More Often”: Thaddeus Smith spoke as a representative for the BID at the Mayor’s recent press conference to promote Metro’s new “More Trains More Often” program. The program which took effect this week will now set wait times for trains during evening hours at 10 minutes.

C. Security Committee

1. Homeless Update: John Tronson gave background on security activities thus far through the year. Tronson reported that things with Andrews Security are continuing to go well during their hours of operation. Tronson introduced to the board Rudy Salinas from PATH Outreach. Salinas gave the board an update on how PATH Outreach has been working in the Hollywood area. Salinas informed the board that since the Hollywood Registry, PATH has worked alongside BID Security and other service providers in the area to help move chronic homeless individuals off the street and into permanent supportive services. Morrison directed the board’s attention to a report prepared by Steve Seyler which showed all the instances where BID Security had used PATH and Blessed Sacrament Social Services to assist them with chronic homeless individuals in the BID. John Tronson asked that the motion be tabled until next month so the staff could check and see how funds would specifically be used by both programs within the BID area.

2. LAPD/Business Task Force Promoter Licensing Program: Tronson discussed with the board the recent uptick in nighttime issues occurring in the BID. Many of the incidents have been related to increased gang activity and nightclubs over-serving their patrons. A committee has been formed, consisting of owners from various nighttime venues in Hollywood to address the issue. The committee hopes to work with the LAPD and city to establish an ordinance to help regulate promoters in the area, similar to the one used in West Hollywood. Thaddeus Smith is also working with the LAPD to create a program called “Radar 9” which will be shared with club owners/operators during the LAPD’s CPAB meeting. The Radar 9 program helps train operators on proper procedures for ensuring the safety of their patrons, inside and outside of their venues. Galo Medina also asked that the board discuss the possibility of extending Andrews hours to possibly help with late night issues. The board engaged in a general discussion about security deployment and Morrison offered to place the item on the next agenda.

3. LAPD Camera Update: Tronson gave an update regarding the LAPD Surveillance cameras donated by the BID. Tronson informed the board that the cameras’ utilization has dropped significantly, even to the point that a second transmitter was stolen and BID staff was not notified until a

month after the incident occurred. Tronson said the BID is working with Metro Video and Jeff Briggs to research the possibility of setting up a live stream of the cameras in the BID security office. The staff will bring the approximate costs before the board at their next meeting.

4. Purchase of Digital Radios for BID Security: Andrews International had approached the BID staff with the request of purchasing digital radios for the officers. The current analog system is dropping service regularly. Constant communication in the field is critical to officer safety. Morrison said if radios were purchased, the BID would own them, so in the event the Andrews' contract was not renewed, the radios would be returned to the BID.

It was moved by **Nathan Korman**, seconded by **Ron Radachy** and CARRIED to approve the purchase of a digital radio system, including repeater, for an amount not to exceed \$25,000. Unanimously approved.

D. Streetscape Committee

1. Community Plan Hearing: Sarah MacPherson reported that she had recently attended the Community Plan hearing and spoke in support of the current Community Plan. MacPherson strongly urged the board to attend the City Planning Commission hearing on December 8 at 8:30 a.m. at City Hall, and testify in support of the Plan.

2. Review Change Order for Clean Street Contract: Per the recommendation of the budget committee, MacPherson included a 3% CPI increase for the Clean Street Contract. The contract included a two year term, after which time the staff and streetscape committee will look into the possibility of an RFP.

3. EaCa Alley Update: MacPherson reported that construction on the alley will be complete on November 18.

4. North Cahuenga Alley Cleanup: MacPherson and Mariani have been working with the owners along the North Cahuenga Alley. The alley has become overrun with trash, bulky items, and debris. Mariani secured a quote from Clean Street to do a onetime intensive clean up of the space. MacPherson is also working with the owners and the BID's alley supervisor to ensure that the area remains clean after the intensive cleanup.

E. Nominating Committee

1. Board Resignations and Appointment of Charlie Colletta: Chris Bonbright informed the board that both Jim McPartlin and Thomas Goffigon have resigned from the board due to work-related reasons. Bonbright said that the nominating committee has had the chance to speak with Charlie Colletta who is the Senior VP of Investment Analysis for HEI, the owners of the W hotel. The committee would like to extend an invitation for Colletta to fill the remainder of McPartlin's term with the approval of the board.

It was moved by **Monica Yamada**, seconded by **Galo Medina** and CARRIED to approve the election of Charlie Colletta to the Board to fill the remainder of Jim McPartlin's term. Unanimously approved.

VI. Report from Executive Director

A. Carr Claim: Morrison reported that the lawsuit by Ms. Carr had been filed for her slip and fall which occurred on Orange Drive in November, 2010.

IX. Executive Session:

The Board convened in Executive Session to discuss the human resource budget for 2012. Minutes are appended to these minutes.

X. Next Meeting:

The next meeting was scheduled for Thursday, December 15 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

XI. Adjournment:

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 6:07 p.m.